



# REVIEW OF RESEARCH

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## EFFECTIVE COMMUNICATION IN BUSINESS - A SOCIAL ASSET

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### ABSTRACT

*Communicating effectively is a pre-requisite for success in business. Ability to understand, analyze and execute the specific targets is the most accomplished target for a business executive. The main purpose of it is to reach its goal by accomplishing the targets set up by the company for an individual. The aim of the communicator is to fascinate the people, attract the customers and allure them to buy the product. This is what it is superficially but getting in depth it has other functions like communicating with the companies, giving credit, reminding to pay the amount taken against the goods, intimation of the last dates, acknowledging the receipt of the same, sending gentle reminders to pay the bills on time, stating subtly but clearly the terms and conditions of the MOU., etc. On the other hand business communication also envelopes presentation skills, marketing skills, creative ideas to with stand and sustain in the competitive world.*



**KEYWORDS :** Accomplishing Targets, Fascinate, Allure, Intimation, Communication, Competitive World.

### INTRODUCTION

Communicating effectively is a pre-requisite for success in business. Businesses want people with good communication skills. Unfortunately employees with good communication skills are not found. The new studies show that there is a high correlation between communication skills and income. The importance of communication in business becomes even more apparent when we consider the communication activities of an organization. They are internal operational, external operational and personal categories of communication.

### INTERNAL-OPERATIONAL COMMUNICATION:

All the communication that occurs in conducting work within a business is classified as internal operational. This is the communication among the business's workers that is done to implement the business's operating plan. Internal operational communication includes the orders and instructions that supervisors give workers, as well as oral exchanges among workers about work matters. It includes reports that workers prepare concerning sales, production, inventories, finance, and maintenance and so on. It also includes the email messages that workers write in carrying out their assignments.

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### EXTERNAL-OPERATIONAL COMMUNICATION:

The work-related communicating that a business does with people and groups outside the business is external-operational communication. This is the business's communication with its publics-suppliers, service companies, customers and the general public. It includes all of the business's efforts at direct selling: descriptive brochures, telephone call backs, follow-up service calls, and the like. It also includes the advertising done through radio and television messages, newspaper and magazine. In this category all it does is to improve public relations.

The success of any business depends on outside people and groups. As the success of a business depends on its ability to satisfy customers' need, it must communicate effectively with its customers. In today's complex business society, businesses depend on each other in the production and distribution of goods and services. This interdependence requires communication. Like internal communication, external communication is vital to business success.

### PERSONAL COMMUNICATION:

It is the exchange of information and feelings in which human beings engage whenever they come together. Such personal communication also occurs at the work place. And it is a part of the communication activity of any business. Although not a part of business's plan of operation, personal communication can have a significant effect on the success of that plan. This effect is a result of the influence that personal communication can have on the attitudes of the employees.

### BUSINESS ETIQUETTE

While writing a message or sending a mail, the major concern is clarity. Especially in business the primary concern is to communicate quickly and accurately. Email messages or letters written for a company to its customers are examples of such communications. The information in these messages will be important but at the same time, what is more important is the effect that tends to convey a favorable image of the company. Building goodwill through written messages is good business practice. While writing a message, one should strive for concreteness, vigor and precision. Wise business leaders know that the success of their business is affected by what people think about the business. They know that what people think about a business is influenced by their human contact with that business, the services they receive, how they are treated, the manners displayed, and such.

Any message in fact should establish good will. The things we do and say to create goodwill are the things we enjoy doing and saying. They are friendly, courteous things that make relations between people enjoyable. In writing to persuade a reader to accept an unfavorable decision one can use techniques of persuasion. In applying for a job, one can use writing techniques that emphasize one's qualification. In telling a bad news, one can use techniques that play down the negative parts. So in written messages the word choice plays a significant role.

### EFFECT OF WORDS

Positive words are usually best for achieving message goals. Positive words put the reader in the right frame of mind, and they emphasize the pleasant aspects of the goal. They also create good will atmosphere in most messages. Negative words tend to produce the opposite effects. They may stir up reader's resistance to goals, and they are likely to be highly destructive of goodwill.

Here is an illustration of positive-to-negative word choices in handling written messages.

*"We regret to inform you that we cannot permit you to use our auditorium for your meeting, as the Ladies Investment Club asked for it first. We can, however, let you use our conference room, but it seats only 60". (Lesikar&Flatley: 70).*

The negative words are italicized. First, the positively intended message "We regret to inform you" is an unmistakable sign of coming bad news. "Cannot permit" contains an unnecessarily harsh meaning. And notice how the good-news part of the message is handicapped by the limiting word *only*.

Had the executive searched for more positive ways of covering the same situation he or she might have written:

“Although the Ladies Investment Club has reserved the auditorium for Saturday, we can, instead offer you our conference room, which seats 60.” (Lesikar&Flatley: 70).

Not a single negative word appears in this version. Both approaches achieve the primary objective of denying a request, but their effects on the reader differ sharply. There is no question as to which approach does the better job of building and holding good will.

### Additional illustrations

#### Negative

Smoking is not permitted anywhere except in the lobby.

We cannot deliver until Friday

We regret to inform you that we must deny your request for credit.

#### Positive

Smoking is permitted in the lobby only.

We can deliver the goods on Friday.

For the time being, we can serve you on the cash basis only. (Lesikar&Flatley: 71).

### Courtesy

Courtesy is the foundation of business etiquette. It produces friendly relations between people. The result is a better human climate for solving business problems and doing business. Developing courtesy in a message involves a variety of specific techniques like writing in conversational language, employing the you-view point, and choosing words for positive effect etc. Avoiding anger in messages is very important as they have a negative impact, unless and otherwise the intention is to make the recipient angry. Courteous treatment is sincere treatment. If your messages are to be effective, people must believe you. You must convince them that you mean what you say and that your efforts to be courteous and friendly are well intended. Avoid exaggeration in messages, as it is easy to see through most exaggerated statements. While working in a diverse or multi-cultural environment the challenges are more.

Cultural diversity affects how business messages are conceived, planned, sent, received and interpreted in the work place. The increasingly diverse workforce brings with it a wide range of skills, traditions, backgrounds, experiences, outlooks, and attitudes toward work- all of which can affect employee behaviour on the job. Supervisors face the challenge of communicating with these diverse employees, motivating them, and fostering cooperation and harmony among them.

The interaction of culture and communication is so pervasive that separating the two is virtually impossible. The way a person communicates - from the language he speaks and the non-verbal signals he sends to the way he perceives other people is influenced by the culture in which he is raised. The meaning of words, the significance of gestures, the importance of time and space, the rules of human relationships - these and many other aspects of communication are defined by culture. To a large degree, culture influences the way a person thinks, which naturally affects the way he communicates both as a sender and receiver. Thus intercultural communication is more complicated than simply matching language between sender and receiver. It goes beyond mere words to beliefs, values and emotions.

People possessing good subject knowledge coupled with good communication skills and discipline have an extra edge over others that take them to higher rungs of the ladder of success.

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